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BENJAMIN BRADLEE'S paperback sale for his best selling *Conversations With Kennedy* brought $500,000 from Pocket Books. Word was out early among reprint houses that Pocket Books, owned by Simon & Schuster, wanted Bradlee's book. They set the close-out bid of half a million dollars at the beginning with an option to top any higher bid and hoped to scare off everybody else with publisher Richard Snyder's show of aggressive determination.